



Summer Toolkit Cultivating an Entrepreneurial Downtown

July 22 and 23, 2010 ♦ Franklin Baptist Church ♦ Franklin, VA

Wednesday, July 21

7 p.m.: Welcome reception at Fred's Restaurant, 107 South Main Street - Upon arriving you may join your peers for casual networking and refreshments at this popular locally owned eatery.

Thursday, July 22

8 a.m.: Attendee arrival – Over coffee and light refreshments reconnect with colleagues from around the commonwealth.

8:30 a.m.: Welcome and overview – Our Franklin hosts, Mayor James P. Council III and Downtown Franklin Association Executive Director Dan Howe will kick off the Summer Toolkit, followed by Virginia Main Street's Kyle Meyer, who will provide a brief overview of the days ahead.

9 a.m.: Downtown business recruitment and retention – The Harrisonburg community has made extraordinary downtown changes in a relatively short period of time. Events are well-attended, new retail and restaurants are filling empty storefronts, and the community is engaged more than ever. Hear what Harrisonburg's leaders are doing to make downtown THE shopping and dining destination.

- *Eddie Bumbaugh, Harrisonburg Downtown Renaissance*

9:50 a.m.: Break

9:55 a.m.: Thinking and acting more like a developer – How can your organization ease the worry of lackluster economic development impacts and refocus on realistic, do-able business cultivating techniques? This session will help you rethink the economic restructuring committee's role and provide tangible tools to make your downtown what you want it to be.

- *Todd Barman, National Trust Main Street Center*

11:05 a.m.: Break

11:15 a.m.: The power of downtown entrepreneurship – Wouldn't you love a downtown environment that attracts smart, passionate people who will take their heads and their hearts into the market to create new businesses that will grow your local economy? D'Aprix will share the latest techniques that employ local resources and technologies to build a comprehensive entrepreneurship development effort.

- *Chuck D'Aprix, The Downtown Entrepreneurship Project*

12:35 p.m.: Lunch on site, provided by Pam's Tea Room

1:30 p.m.: Cultivating a downtown marketplace: Long-term economic restructuring programs panel – This panel of experienced Main Street experts will present real Virginia examples of ongoing downtown economic restructuring programs that create customer loyalty and inspire shoppers and merchants to participate in downtown revitalization with sustainable, quantifiable and positive results.

- Julie Markowitz, Staunton Downtown Development Association

- Jo Kelley, Altavista On Track

- Michele White, Culpeper Renaissance, Inc.

2:30 p.m.: Break

2:40 p.m.: Visualizing a downtown marketplace: How to make your Main Street 3D using Google Earth and Sketch-up – The possibilities of using a 3D rendering of your Main Street district are endless! Provide building owners with façade improvement options or incorporate virtual tours of your downtown into your business recruitment efforts. This session will highlight the Main Street Center's exciting collaboration with Google and provide a demonstration of the free software.

- Andrew B. Moore, Glave & Holmes Architecture

3:40 p.m.: Break

3:45 p.m.: Introduce day two's downtown entrepreneur open conversation – Day two's facilitated "open conversation" is an opportunity for you to dig a little deeper into the toolkit sessions, ask essential questions, and put the new ideas to work in your downtown. The outcome is in your hands when you propose the topics and set the agenda. This brief session will introduce the process and gather input for Friday's concurrent sessions.

- Doug Jackson, Virginia Main Street

4 p.m.: Hatching new businesses at the Franklin Business Incubator – Born from an effort to revitalize the community following the flood in 1999 and housed in an historic buggy factory, the incubator nurtures young businesses, helping them grow during the start-up period when they are most vulnerable. This brief session will provide the program details, followed by a tour of the facility.

-Nancy Parrish, Franklin Southampton Economic Development, Inc.

4:30 p.m.: Tour Franklin Business Incubator or shop downtown

6 p.m.: Dinner and We Be Jammin' concert at Barrett's Landing - Enjoy a down-home barbeque VIP style in the heart of downtown Franklin and the successful, local concert series with the TFC Band, a show band with Las Vegas flair. Bring along a lawn chair for a comfortable seat during the concert.

Friday, July 23

7:30 a.m.: Attendee arrival and full breakfast – Get the day started right with a well-rounded breakfast.

8:30 a.m.: Downtown entrepreneur open topic conversation – We'll delve deeper into yesterday's conversations, tapping the knowledge of the group in a meaningful Virginia Main Street community exchange.

-Doug Jackson, Virginia Main Street

9 a.m.: A field guide to the downtown entrepreneur - Grab your field glasses for an exploration of the merchant species you are likely to find in the wilds of downtown. In addition to identification techniques, this practical session will feature strategies for supporting fledgling and potential business owners, stepping hobbyists up to the next level, and providing the resources and tools needed to foster an attractive habitat.

-Marc Willson, Virginia Small Business Development Center Network

10 a.m.: Break

10:15 a.m.: Downtown entrepreneur open topic conversation - small group discussion #1

11 a.m.: The big switcheroo

11:10 a.m.: Downtown entrepreneur open topic conversation - small group discussion #2

12:05 p.m.: Wrap up

12:30 p.m.: Toolkit Adjourns

12:30 p.m.: Southern Virginia Downtown Interchange – The afternoon program, a facilitated meeting and working lunch for southern Virginia communities, will focus on gaining a deeper understanding of the role your downtown plays in the region and how you can capture some of the energy and economic benefit of partnering with others. DHCD has been a long term partner in the successful revitalization that has taken place in Southwest Virginia around the greater emphasis on cultural assets. We hope to contribute some of this experience to an effort capitalizing on the unique assets of Southern Virginia.

-Michelle Jones and staff, DHCD Project Management Office

4 p.m.: Adjourn and shop downtown



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